



HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

2016 DESTINATION MARKETING ORGANIZATION INDUSTRY METRICS ANNUAL REPORT





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The purpose of this document is to provide the Town of Hilton Head Island Finance and Administration committee with tourism metrics and/or reports to showcase annual DMO performance in efforts pertaining to promotion of the destination, Hilton Head Island. It is understood and acknowledged that such metrics and/or reports may change from time to time based upon best practices, funding and the goals set forth in the marketing plan. The evaluation shall consider the metrics and reports in this document, collectively, and shall be compared with peers and other factors that affect the tourism industry such as the state of the economy, weather, condition of the lodging properties, etc.

Reports such as:

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REVENUE PER AVAILABLE ROOM AND OCCUPANCY RATES

Revenue Per Available Room, RevPAR, is a benchmark term used to gauge industry health. RevPAR is calculated by dividing the total room revenue by total room supply within a specific time period.

Occupancy is another metric used within the accommodations industry to gauge the health of tourism. Occupancy percentage is calculated by dividing the occupied rooms by total room supply.

The details below provide 2016 performance detail on Hilton Head Island against the U.S. as a whole, and top competitors, Charleston and Myrtle Beach. The numbers show that Hilton Head Island is leading in RevPAR and occupancy, not only against our competitors, but also against nationwide averages.

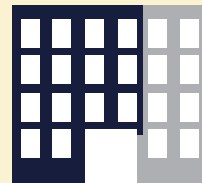
HILTON HEAD ISLAND



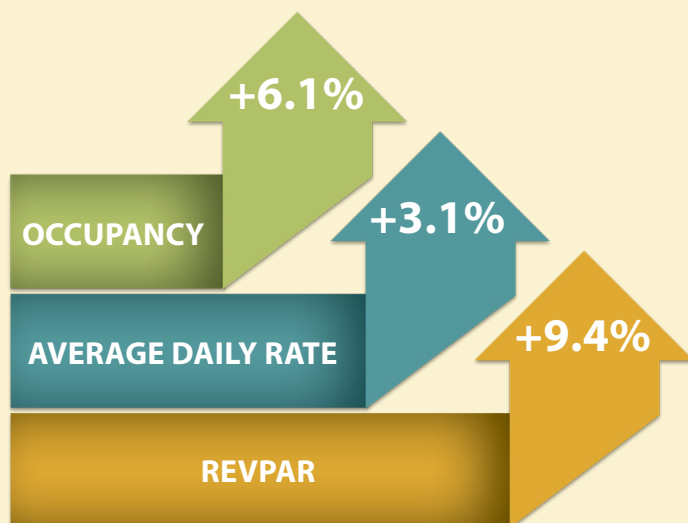
**REVENUE PER
AVAILABLE ROOM**
\$108.58

AVERAGE DAILY RATE \$169.27

**OCCUPANCY
RATES**



64.1%



Source: 2016 STR Inc.

HOTEL INDUSTRY NATIONWIDE

- Occupancy up +0.1%
- ADR up +3.1%
- RevPAR up +3.2%

HOTEL INDUSTRY COMP SET

Charleston

- Occupancy up +1.6%
- ADR up +3.4%
- RevPAR up +5.1%

Myrtle Beach

- Occupancy up +3.3%
- ADR up +2.4%
- RevPAR up +5.8%

VISITOR SPENDING STUDIES

This study of the economic and fiscal impact of spending by visitors to Hilton Head Island in the year 2016 was performed by Regional Transactions Concepts, LLC, in association with Dr. John Salazar of the Lowcountry and Resort Islands Tourism Institute (LRITI) at the University of South Carolina, Beaufort.

The study examines spending by tourists classified into five segments according to their lodging arrangement while visiting the island: villa rental, timeshare, hotel, second homeowners and their non-paying guests, and finally those who visit for the day and do not lodge overnight. The estimated impact from spending by each of these groups is summed in order to indicate the total impact that tourists to the island have on Beaufort County, South Carolina.

\$1.4 BILLION

ECONOMIC IMPACT OF HILTON HEAD ISLAND TOURISM IN 2016

Source: 2016 Lowcountry and Resort Islands Tourism Institute



ROI FOR VISITOR SPENDING PER DOLLAR OF INVESTMENT

The VCB is the destination marketing division of the Chamber. This division works to increase tourism through its marketing efforts cultivating leisure as well as meeting and group business for southern Beaufort County.

The marketing efforts put forth by the VCB are delivered consistently to a well-defined target consumer set that aligns with our visitor research. This proactive and customized approach has lead to a year over year growth in visitation at an estimated 2.67M in 2016 and a 70% repeat rate from our visitors.

FOR EVERY ATAX
DOLLAR INVESTED
IN MARKETING

\$21.26

\$1

IS RETURNED
TO THE LOCAL
ECONOMY
IN NET LOCAL
GOVERNMENT
REVENUE



Source: 2016 Lowcountry and Resort Islands Tourism Institute

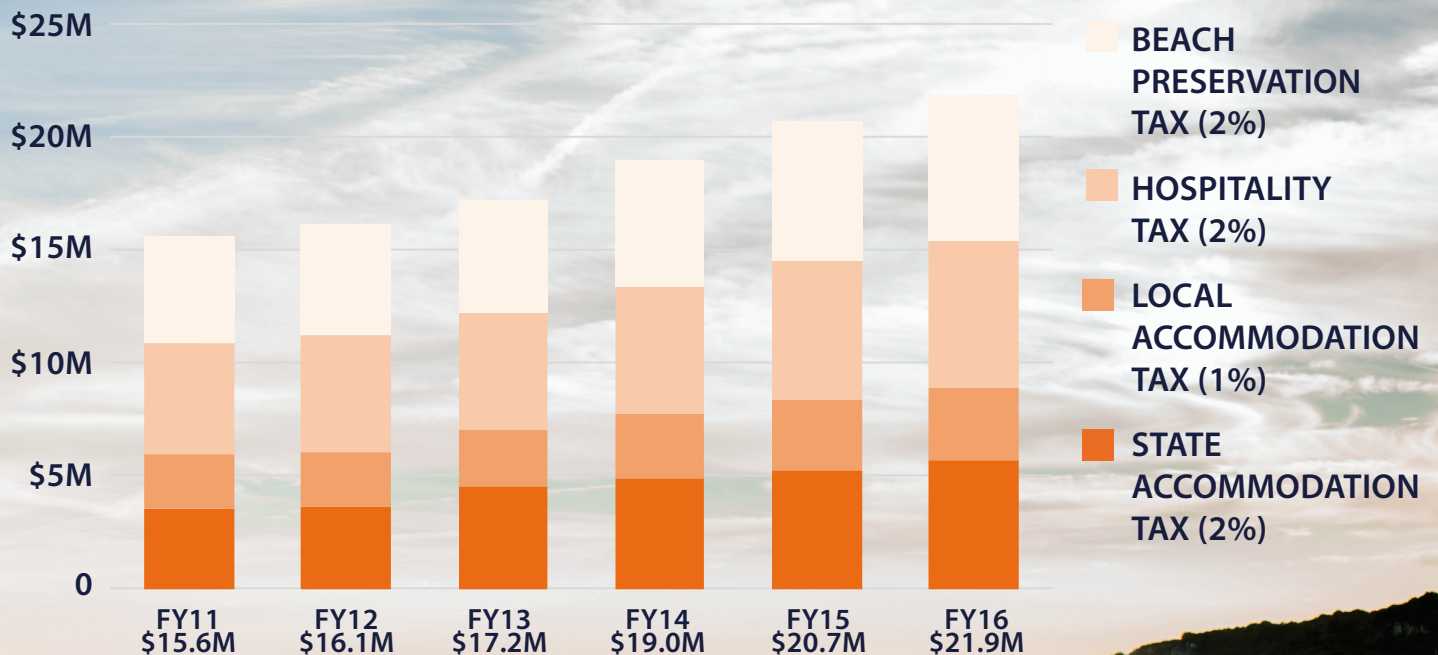
LOCAL TAX REVENUES GENERATED BY VISITOR

+40%

ACCOMMODATION & HOSPITALITY
TAX UP OVER 5 YEARS

Source: Town of Hilton Head Island

TOWN OF HHI ATAX and HTAX COLLECTIONS



NUMBER OF VISITORS

2.67 MILLION

RECORD NUMBER OF
VISITORS IN 2016

Source: DestiMetrics / STR Two Source Report / USCB

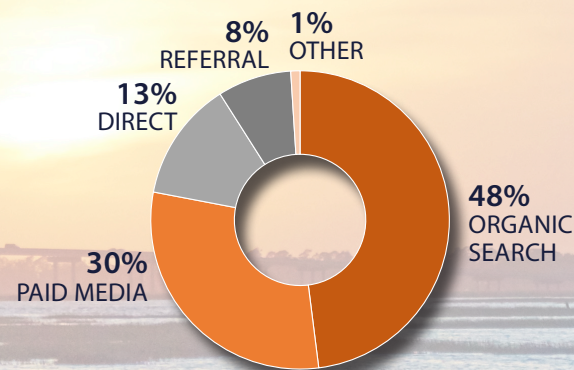
NUMBER OF REFERRALS, WEBSITE HITS AND CLICK THROUGHS MADE TO AREA BUSINESSES

The Hilton Head Island website is our virtual storefront. The website serves as the window to our brand and plays an integral part in the decision. The measures of success are important key indicators of overall brand health and allows insight into visitor behavior. The insight and data taken from this platform allows for us to better serve our partners, anticipate trends and react to consumer behavior and demand.

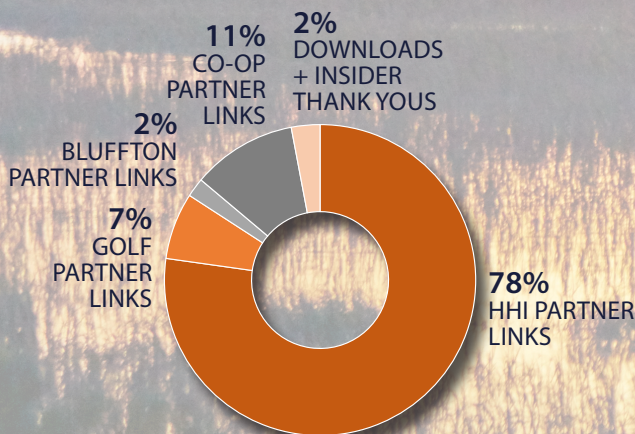
VISITS BY SOURCE

78%
WEBSITE TRAFFIC FROM
PAID/ORGANIC SEARCH

741K
2016 PAID MEDIA VISITS



CONVERSION RATE OVERVIEW

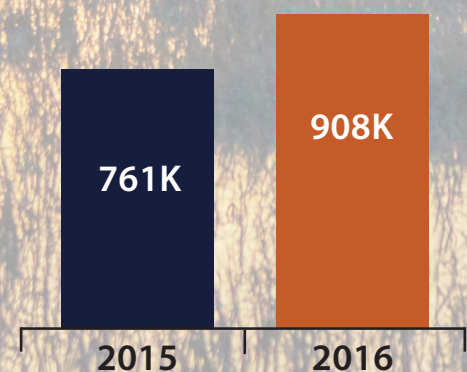


932,313
CONVERSIONS
(UP 19% vs previous year)

37.3%
CONVERSION RATE

PARTNER LINK/ REFERRAL DETAIL

19% ↑
INCREASE



NUMBERS RELATED TO MAIL FULFILLMENT

The Hilton Head Island Vacation Planner, our comprehensive guide to help the visitor plan and envision their vacation here on Hilton Head Island, is our primary print fulfillment piece.

We receive requests for this piece from multiple platforms; online, media and home inquiries. In addition, we also distribute the planner to state and local welcome centers, along with trade shows and promotional events.

To cater to our golf specific visitors, we offer our Hilton Head Island, Golf Island planner. This planner can be requested through the same channels as our Vacation Planner.

The production, fulfillment and management of our Vacation Planners is a partnership between Kennickell, our fulfillment and asset inventory partner, Impact Golf and our VCB staff.

75,708
**HILTON HEAD ISLAND
VACATION PLANNERS AND
THE GOLF ISLAND
BROCHURES MAILED**



Source: Kennickell Fulfillment

LOWCOUNTRY SPOTLIGHT 2016

Hilton Head Island was honored this year by two prestigious travel magazine's reader's choice lists: The No. 1 Island in the Continental U.S. and No. 8 Island in the World in *Travel + Leisure Magazine's* Worlds Best Awards, and No. 3 Island in the U.S. by *Condé Nast Traveler* Readers' Choice awards.

This year was a stand-out year for the Lowcountry in the national spotlight. Hilton Head Island was named numerous "best of" lists. The secret is certainly out about the slice of paradise that we call home.

HILTON HEAD ISLAND
**BEST FAMILY
VACATION SPOT**

– U.S. News & World Report

HILTON HEAD ISLAND
**"BEST FOR
SPORTS"**

– MSN.com

HARBOUR TOWN RANKED
**#1 TOP 15
GOLF COURSES**

– GolfAdvisor.com

HILTON HEAD ISLAND
RANKED ONE OF THE SOUTH'S
**COOL SPOTS FOR
SUMMER MEETINGS**

– ConventionSouth

HILTON HEAD ISLAND NAMED
AS ONE OF THE SOUTH'S
TOP 10 ISLANDS
FOR 2017

– Southern Living Magazine

SEA PINES RESORT (2016-2017)
**PLATINUM
PREMIER RESORTS**

– GOLF Magazine

COLIGNY BEACH VOTED
**#9 BEST EAST
COAST BEACH**

– USA Today Reader's Choice Poll

**TOP 30 BEST
BEACHES**

FOR FAMILIES

– TravelChannel.com



*{ #1 Island in the Continental U.S.
#8 Island in the World }*

*{ #3 Island
in the U.S. }*

HILTON HEAD ISLAND LISTED
AMONG **AMERICA'S
FAVORITE TOWNS**
– Travel + Leisure

HILTON HEAD ISLAND
**BEACHES #1 MOST
INSTAGRAMMED**
PLACE OF SOUTH CAROLINA
– USA Today

**TOP 10
ISLANDS**
IN THE U.S.
– Trip Advisor

HILTON HEAD ISLAND
TOP 10 BEACH TOWNS
THAT ARE MORE THAN YOU'D EXPECT
– BuzzFeed.com

HARBOUR TOWN
BEST NEW CLUBHOUSE
OF THE YEAR
– Golf, Inc. Magazine

BEST BEACH
TO START SUMMER
OFF RIGHT
– USA Today

AMONG THE
**TOP 10 HAPPIEST
SEASIDE TOWNS**
– Coastal Living Magazine

HILTON HEAD ISLAND
**TOP 5
RETIREMENT**
HAVENS IN THE U.S.
– GOLF Magazine

NUMBER OF JOBS CREATED BY TOURISM

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The 16,223 jobs that comprise the estimated total employment impact generated by the five combined visitor segments in 2016 represent 15.6 percent of all jobs in Beaufort County.

16,223 JOBS

GENERATED FROM
HILTON HEAD ISLAND TOURISM

Source: 2016 Lowcountry and Resort Islands Tourism Institute

TOURISM ON HHI
NOW ACCOUNTS FOR

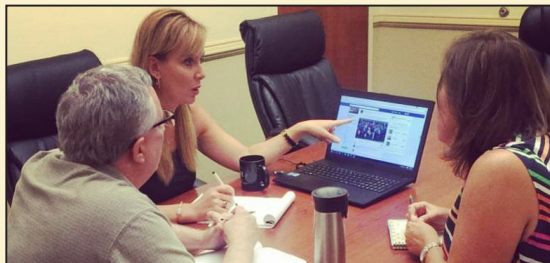
15.6%

OF ALL JOBS IN
BEAUFORT COUNTY

CHAMBER EVENTS



80
CHAMBER
EVENTS
HELD



- Business Golf Classic
- Chamber Ball
- Coffee Talk
- Conversation & Cocktails
- Executive Connection
- Government Affairs
- Leadership/Jr. Leadership
- Prime of Life Showcase
- Chamber Restaurant Week
- Ribbon Cuttings
- Small Business Week
- State of the Region
- Taste of the Season
- Tech Tuesdays
- Women in Business Luncheon
- Young Professionals



4500 PARTICIPATION IN
EVENTS BY CHAMBER
MEMBERS



MEDIA IMPRESSIONS AND THE DOLLAR EQUIVALENT

The chamber's communications team tracks all print, digital and broadcast mentions and stories about Hilton Head Island. Hosting visiting journalist and social influencers, meeting with editors of some of the nation's top-tier publications, working with broadcast crews and actively pitching story ideas about the destination are all part of the chamber's daily public relations outreach efforts in partnership with Weber Shandwick, one of the world's leading travel public relations firms.

1,867

STORIES & MENTIONS

1,322,510,956

MEDIA IMPRESSIONS

\$12,947,830.54

AD EQUIVALENCY

**Calendar Year 2016 Results*







ONE CHAMBER OF COMMERCE DRIVE | HILTON HEAD ISLAND
THINKHILTONHEADISLAND.ORG